A prosperous and progressive community

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Objective

The objective of this policy is to:

- Promote the region as a great place to live, work, invest and visit; and

- Assist community events which benefit the local economy by providing cash or in-kind support.

Policy

The Events Assistance Program is designed to assist community events which benefit the local economy and attract visitors to the region. All applications are to be completed via the online application form available on Council's website. If an applicant is unable to access the internet, facilities are available for lodgement at Council's Customer Service locations.

Eligibility Criteria

- Only not-for-profit events are eligible to apply for Events Assistance funding.

- Priority is given to events which demonstrate the ability to attract visitors the region and provide increased economic activity.

- Events can apply for up to a maximum of $3,000 cash or in-kind for events. The final funding amount will be determined by Council.

- There will be two application periods per financial year:

- Period 1: Events taking place between 1 July and 31 December. Period 2: Events taking place between 1 January and 30 June

- Events can only apply for Events Assistance funding if no other Council funding has been provided for the same event in the same year.

- Applications should be received according to the timeline below. For an event falling between 1 July and 31 December, the closing date for applications is 1 April (prior to the event period occurring). For an event falling between 1 January and 30 June, the closing date for applications is 1 October (prior to the event period occurring).

Application Guidelines

APPLICANTS MUST:

- Clearly state the aims, objectives and desired outcomes of the event.

- Ensure the event creates and promotes a positive image of the Mid-Western Region.

- Demonstrate the estimated number of locals and visitors who will be attracted to the event (and provide final accurate attendance figures post-event).

- Demonstrate a high level of support from the local community, local businesses and establish a strong committee of volunteers.

- Demonstrate the ability to successfully market and promote the event.

- Demonstrate the ability for the event to continue and develop in future years.

- Demonstrate other forms of sponsorship, financial income and support for the event.

- Demonstrate the expected economic impact and sustainability of the event (and provide final figures post-event).

- Hold current Public Liability insurance and a Certificate of Currency (noting Mid-Western Regional Council as an interested party) which must be received by Council before funding can be released.

- Ensure that Council's contribution to the event is recognised appropriately with Council's logo used on all marketing material and that all material be approved by Council prior to going to print.

- Provide a post-event evaluation within 28 days of the completion of the event, including photos, press clippings, copies of all marketing material, attendance figures, economic benefit of the event, involvement of the local community (including volunteers and businesses). Failure to complete the post-event evaluation survey will result in the applicant/event not being eligible for future funding.

MULTI-YEAR FUNDING

- Events with proven success of at least 2 years, may apply for multi-year funding of up to 3 years. Whereby funding will be allocated to the same event for each future year subject to the event continuing to meet planned event outcomes and Council's acquittal process.

INELIGIBLE APPLICATIONS/ACTIVITIES (BY DISCRETION OF COUNCIL):

- Events not staged in the Mid-Western LGA.

- Events run for commercial profit.

- Events which have already received funding from Council for the same event in the same year.

- Payment of wages or day-to-day operation funding for the organisation.

- Events with potential safety and/or environment hazards.

Timeline and Application Period

	Events falling between 1 July and 31 December Period 1	Events falling between 1 January and 30 June Period 2
Applications open online via MWRC website	1 March	1 September
Applications close	1 April	1 October

Report to Council Meeting (depending on timing of meeting)	May	November
Funding released (on receipt of invoice)	July	January

APPLICATIONS OUTSIDE APPLICATION PERIOD

■ Applications received outside Council's formal application periods will be held until the following Event Assistance program period is open. These applications will be reported to Council as part of the following Events Assistance report.

Scoring Scale – Events Assistance Program

LOCAL COMMUNITY/VOLUNTEER PARTICIPATION IN EVENT

SCORE	DEFINITIVE ANSWERS	VALUE JUDGEMENT
0	Unsatisfactory	No or limited local community/volunteer participation or impact (<100 residents)
1	Poor	Community/volunteer participation or local benefits impacting (100 to 500 residents)
2	Satisfactory	Community/volunteer participation or local benefits impacting between (500 to 1000 residents)
3	Good	Direct community/volunteer involvement or local benefits impacting (>1000 residents)

CAPACITY TO ENSURE EVENT CONTINUES AND DEVELOPS IN THE FUTURE

SCORE	DEFINITIVE ANSWERS	VALUE JUDGEMENT
0	Unsatisfactory	First time event being held, no plans outlined in application, unclear capacity to deliver event
1	Poor	Limited event history (year one), limited plans outlined in application
2	Satisfactory	Event is at least two years old, appropriate planning
3	Good	Well-established event with detailed planning for the future outlined

ECONOMIC ACTIVITY GENERATED FROM EVENT

SCORE	DEFINITIVE ANSWERS	VALUE JUDGEMENT
0	$0-$25K	Number of visitors to the region x $657 (if multi-day event) or $104 (if single day)
2	$25K-$50K	Number of visitors to the region x $657 (if multi-day event) or $104 (if single day)

4	$50K-$100K	Number of visitors to the region x $657 (if multi-day event) or $104 (if single day)
6	$100K-$150K	Number of visitors to the region x $657 (if multi-day event) or $104 (if single day)
8	$150k-$200K	Number of visitors to the region x $657 (if multi-day event) or $104 (if single day)
10	$200K-$250K	Number of visitors to the region x $657(if multi-day event) or $104 (if single day)
12	$250K-$300K	Number of visitors to the region x $657 (if multi-day event) or $104 (if single day)
14	$300K+	Number of visitors to the region x $657 (if multi-day event) or $104 (if single day)

ADDITIONAL POINTS IN-KIND REQUESTS

SCORE	VALUE JUDGEMENT
10	All events requesting 100% in-kind assistance receive 10 bonus points. Noting only up to cost of in-kind services will be funded

SCORES

SCORE	DEFINITIVE ANSWERS
19 to 20	$3000
16 to 18	$2500
13 to 15	$2000
9 to 12	$1500
5 to 8	$1000
5 to 8	$500

* For internal use only, subject to Council approval and budget capacity